



The Maryland-
National Capital
Park and Planning
Commission



College Park-Riverdale Park TDDP City of College Park Worksession

January 23, 2014

AGENDA

- Project Team and Overview
- Process and Schedule
- What We've Heard
- DRAFT Preliminary Plan Recommendations
 - Implementation and Market Context
 - Land Use and Urban Design (Height and Intensity)
 - Transportation and Connectivity
 - Environmental Infrastructure
 - Parks and Recreation
 - Uses and Zoning
- Questions



PROJECT TEAM

M-NCPPC

Terry Schum

Sara Imhulse

Design Collective, Inc.

Urban Design, Lead Consultant

Toole Design Group

Transportation | Traffic

Nelson\Nygaard Associates

Transportation | Parking

Vantage Point

Market and Economic



PROJECT OVERVIEW

Plan Purpose

- **Update the 1997 Approved Transit District Development Plan for the College Park – Riverdale Transit District Overlay Zone to:**
 - Capitalize on existing and planned transportation, environmental, and historic assets
 - Establish a flexible, creative, sustainable, and sensitive development framework
 - Identify opportunities for new integrated, pedestrian-oriented uses while building upon M Square's growing reputation as an important research and employment center
 - Create a realistic implementation and phasing plan

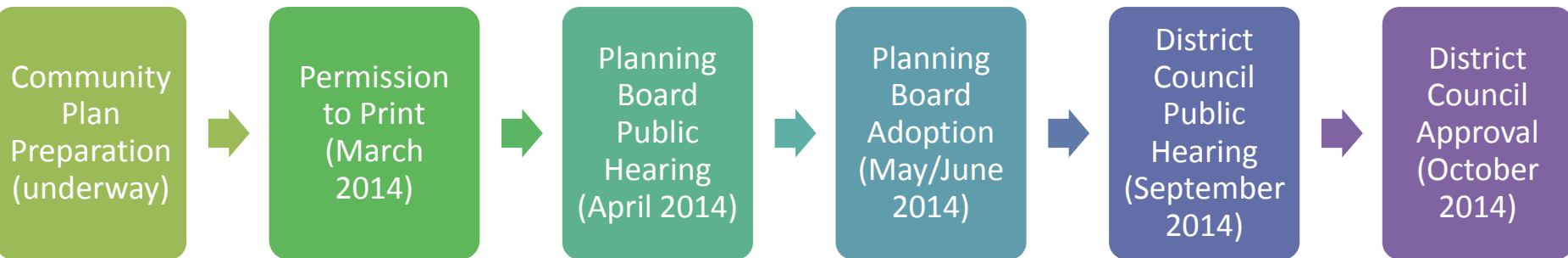
PROJECT BOUNDARIES



SCHEDULE

- **How long will the planning process take?**

- PLANNING PROCESS: 9 MONTHS
- PERMISSION TO PRINT: March 2014
- PUBLIC COMMENT: 8 MONTHS
Public hearing and approval



WHAT WE'VE HEARD

Character:

- The multimodal network, historic neighborhoods, aviation museum, UMD connection, park land and trail system, and access to BWI airport make the area unique.
- The area currently feels empty and soulless; create a place to eat/work/sleep/play, with a more inviting, vibrant feel; a sense of place is a measure of success; make it unique and complementary to the surrounding neighborhoods.
- Protect/transition appropriately to adjacent single-family residential neighborhoods.
- Preserve open space and address environmental and safety concerns (“meadow,” stream restoration, trail lighting, etc.); unique opportunity for area to be “green”.
- The College Park Aviation Museum is underutilized and not well signed or connected.

Connections:

- Improve bicycle/pedestrian connections, walkability, and Metro access; Investigate strategies to mitigate the barrier of the rail lines; Improve safety of connections/trails
- Consider additional modes of transportation such as Segway, Zipcar, and mopeds/scooters.

WHAT WE'VE HEARD

Uses/Parking:

- Consider mixed-use within the entire TDDP area; need amenities for office workers and community, restaurants, office, extended stay hotel, and residential.
- Residential should be allowed, but not single-family detached housing; target groups should include faculty, non-student professionals, and seniors. High-end residential (i.e., Mosaic) .
- Retail such as convenience stores should be placed immediately adjacent to Metro.
- Priority should be given to an increase in density, focused around transit.
- Parking ratios should not be increased.
- What if the Purple Line doesn't happen? An option should be studied for this scenario.

Connectivity and Other Elements:

- Enhance pedestrian, bicycle, and transit accessibility and establish a street grid system.
- Preserve, enhance, and expand the open space network and trails system.
- Pursue financial incentives such as tax increment financing and other public sector funding sources.
- Provide additional connection points/enhance existing connections to City of College Park and Town of Riverdale Park.
- Provide for a transition of density and intensity toward Riverdale Park.

WHAT WE'VE HEARD

Councilman Olson:

- Area primed for TOD and redevelopment; UMD incubator space, services, restaurants, hotel
- Residential appropriate near M Square Purple Line platform

University of Maryland, College Park:

- Open to introduction of retail and residential uses in M Square
- Seeking incentives and financial programs to help encourage non-office users
- Strengths include cyber-security, climate prediction, and languages
- Potential to develop additional synergies with Main Campus academic programs

Agencies:

- High level of agency interest in the project
- Environmental concerns exist—floodplain and stormwater management
- Health Impact Assessment

DRAFT Preliminary Plan Recommendations

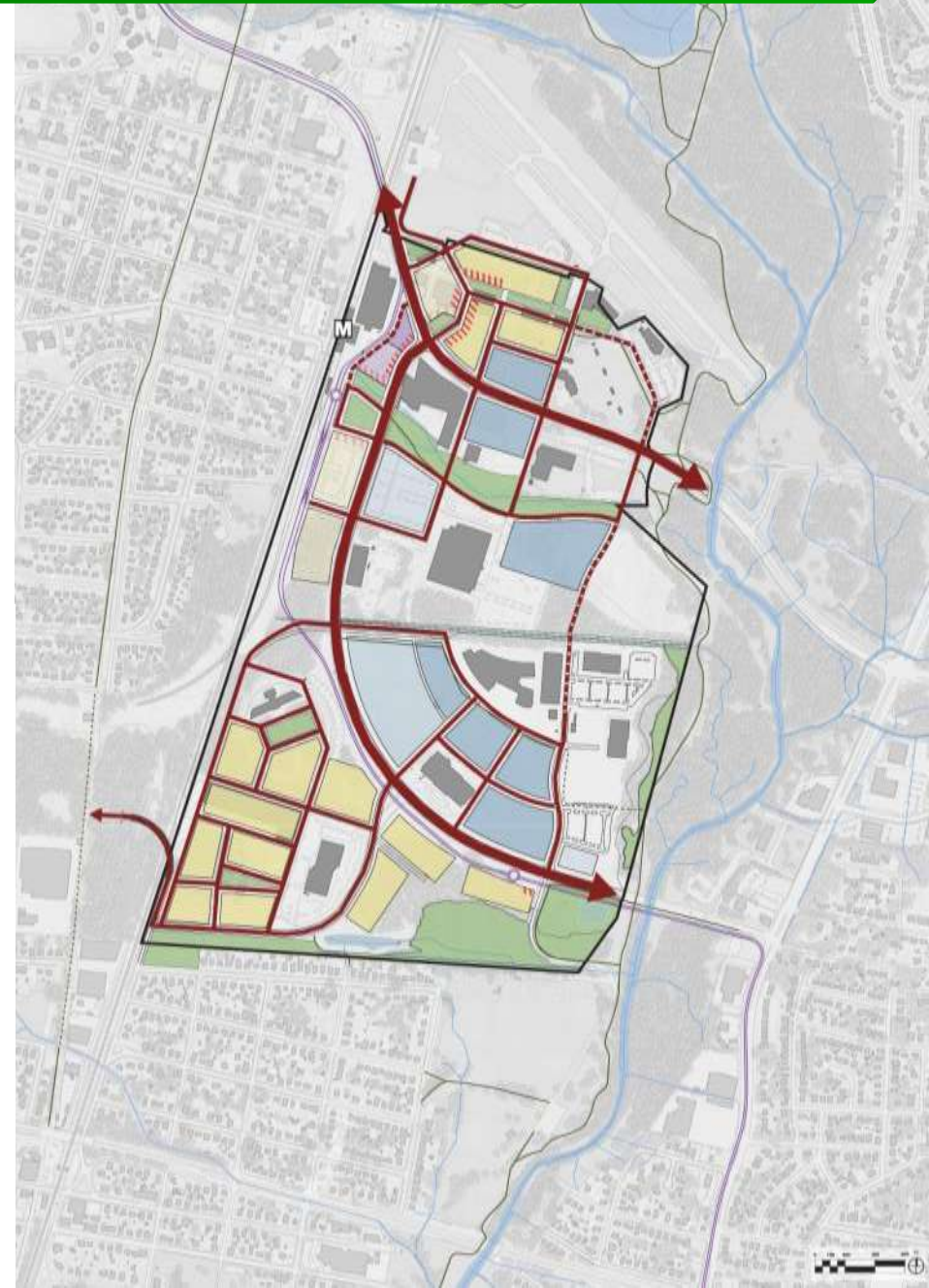
Alternate 1 – Summary

- Design Year 2040

Alternate 1	2015-2025	2025-2040	Total
Office	665,000 SF	1,560,000 SF	2,225,000 SF
Residential	1,200 DU	2,520 DU	3,720 DU
Retail	21,100 SF	47,100 SF	68,200 SF
Hotel	150 Rooms	75 Rooms	225 Rooms

KEY

- College Park - Riverdale Park Transit District Development Plan Boundary
- Office
- Residential
- Hotel
- Retail Frontage
- Proposed/Enhanced Open space
- Potential Open Space by 2025
- Proposed/Modified Streets
- Potential Streets by 2025
- Municipal Boundary
- Purple Line Preferred Alternative
- Bicycle route
- Metro Station
- Proposed Purple Line Station



Alternate 2 – Summary

- Design Year 2040

Alternate 2	2015-2025	2025-2040	Total
Office	1,100,000 SF	1,980,000 SF	3,080,000 SF
Residential	1,800 DU	3,750 DU	5,550 DU
Retail	33,1400 SF	64,400 SF	97,800 SF
Hotel	175 Rooms	110 Rooms	285 Rooms

KEY

College Park - Riverdale
Park Transit District
Development Plan Boundary

Office

Residential

Hotel

Retail Frontage

Proposed/Enhanced
Open space

Potential Open Space
by 2025

Proposed/Modified Streets

Potential Streets by 2025

Municipal Boundary

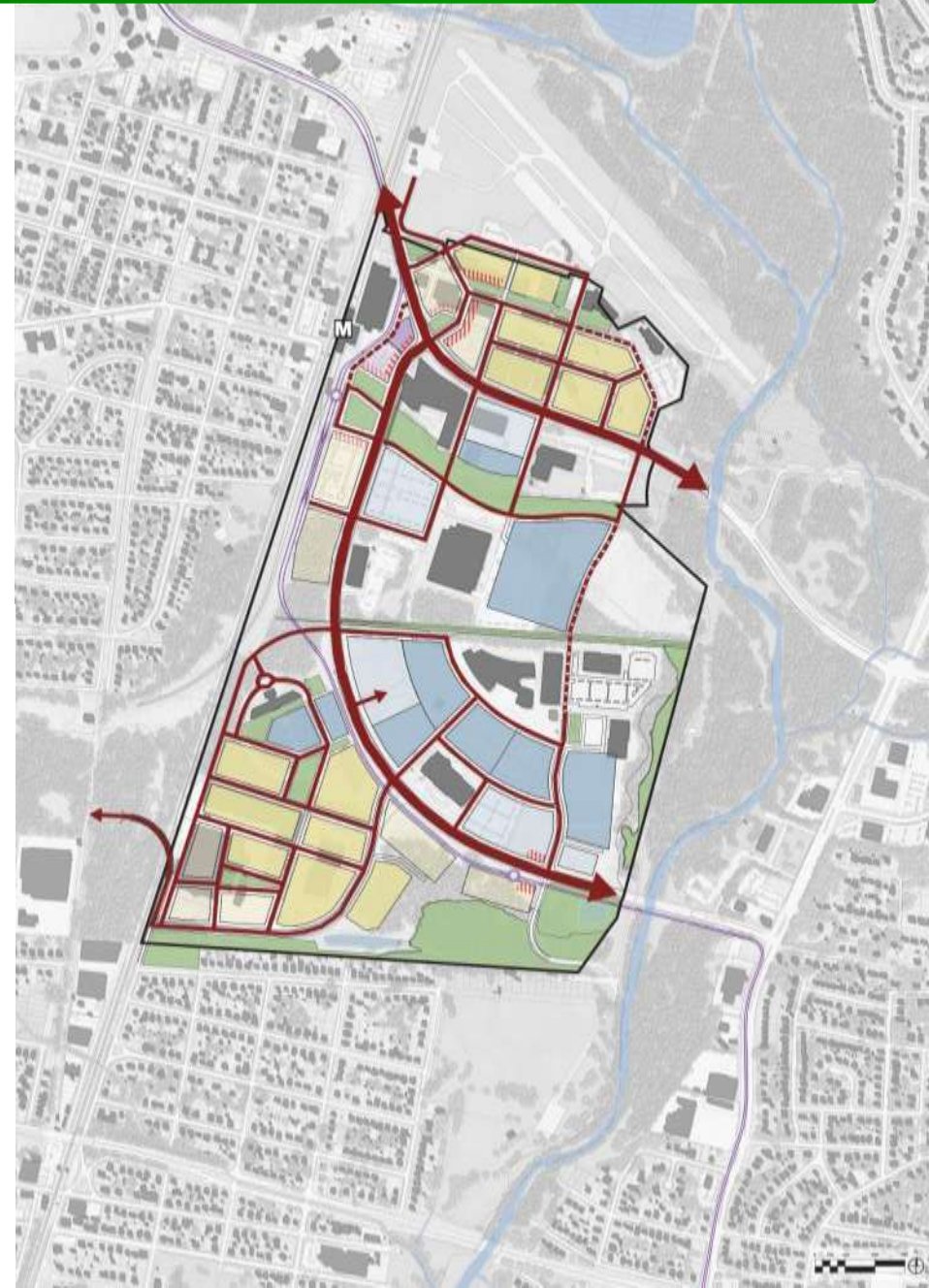
Purple Line
Preferred Alternative

Bicycle route



Metro Station

Proposed Purple
Line Station



Implementation Strategies

- Need a “Champion”
- Need a vision and brand to promote
- All-hands-on-deck approach
 - University of Maryland/COPT
 - State of Maryland & DBED
 - Prince George’s County
 - City of College Park and Town of Riverdale Park
 - WMATA
- In-reach marketing: leverage technology
 - National Security/Terrorism
 - Cybersecurity
 - Sustainability and Climate Adaptation
 - Language Sciences and Culture (CASL)
 - Bioinformatics, Bioimaging, and Health IT
 - The Science of Safe Food, Drugs, and Medical Devices
 - Biomedical/Life Sciences
- Out-reach marketing
 - Other state/federal entities (DHS, EPA, DOE, etc)
 - Private sector with federal contracts
 - Private sector with compatible research/business interests
 - Other institutional



VA Biotech Park, Richmond

Implementation Strategies

- The university presence makes the TDDP unique
- Fully leverage UMD - What others have done:
 - University research
 - Research funding and graduate programs
 - Technology transfer/commercialization
 - University value added
 - Access to university facilities/equipment
 - Access to recreational/amenities
 - State bidding power
 - University anchor commitments
 - Locate an academic/research facility
 - Locate graduate student housing
 - Incubation/acceleration
 - Anchor/master lease space to facilitate multi-tenant space

- Build on existing strengths and natural separations/major roadways to develop four subareas with new neighborhoods to the north and south
- Establish a flexible framework with a mix of uses
- Required storefront uses (e.g. restaurants, services) at designated locations
- Strengthen linkages to the natural environment and the robust parks and recreation and trail networks nearby



Preferred Plan

- Existing Conditions



Preferred Plan – Design Year 2040

- Phase 2 - Design Year 2040



Connectivity - Proposed Transit Plaza Rendering



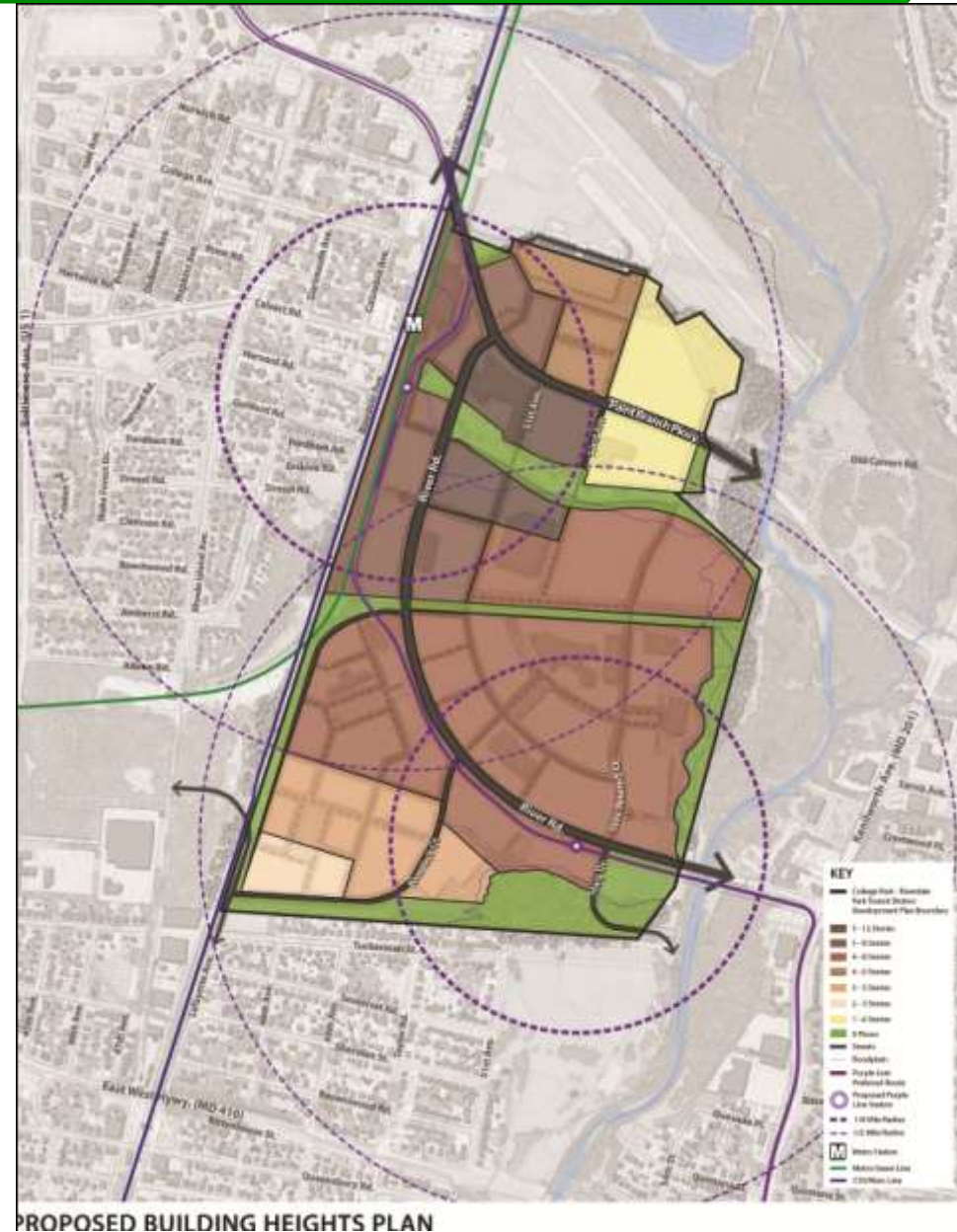
© 2013 Design Collective

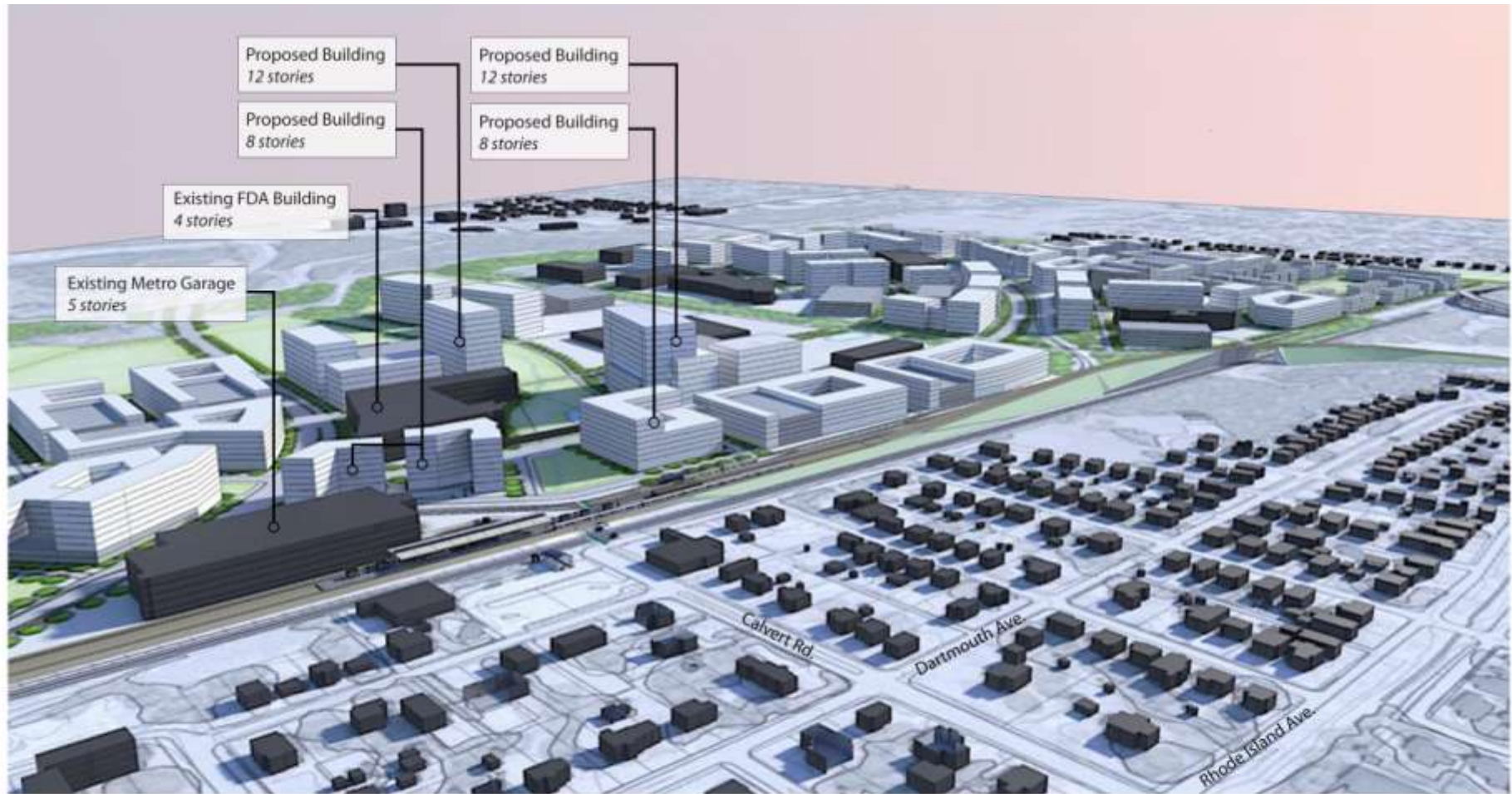
Open Space - Aviation Museum Connectivity



Building Heights

- Balance between transit-oriented development opportunities and neighborhood sensitivities
- Concentrate highest intensities along greenway and near College Park/U of MD Metro Station
- Provide for height transitions to the east and south
- Sensitivity to College Park Airport
- Maximum height proposed: 12 stories, transitioning to 8 at Metro Station
- Unlikely to achieve full height, but we recommend not precluding it



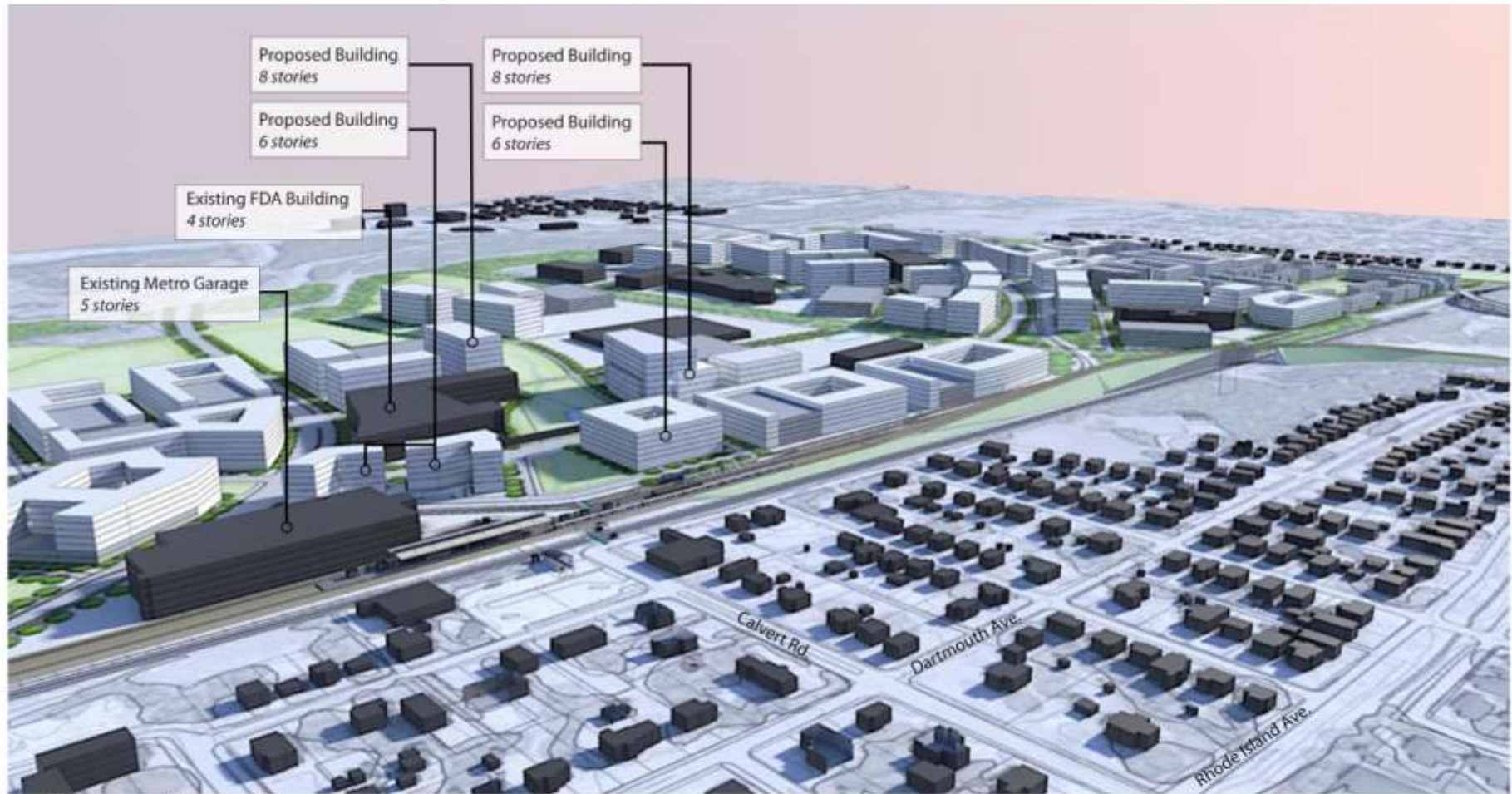


Aerial View - Looking southeast

December 16, 2013

Building Height Study 1 - Maximum Heights CPRP TDDP

DESIGN COLLECTIVE
ARCHITECTURE | PLANNING | INTERIORS



Aerial View - Looking southeast

December 16, 2013

Building Height Study 2 - Anticipated Heights CPRP TDDP

DESIGNCOLLECTIVE
ARCHITECTURE | PLANNING | INTERIORS

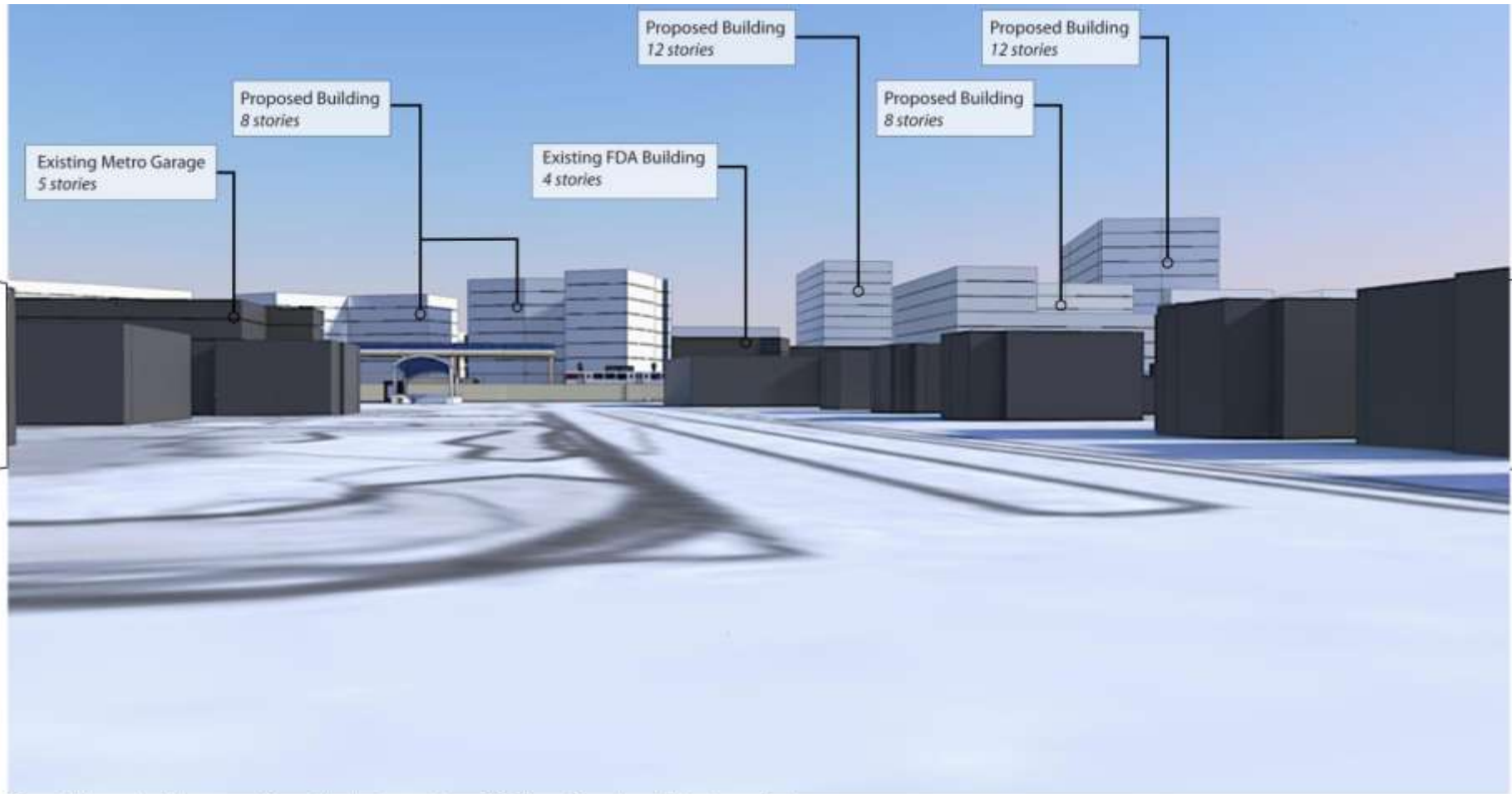


Street View - Looking east from the intersection of Calvert Road and Columbia Avenue

December 16, 2013

Building Height Study - Existing Conditions
CPRP TDDP

DESIGN COLLECTIVE
ARCHITECTURE | PLANNING | INTERIORS

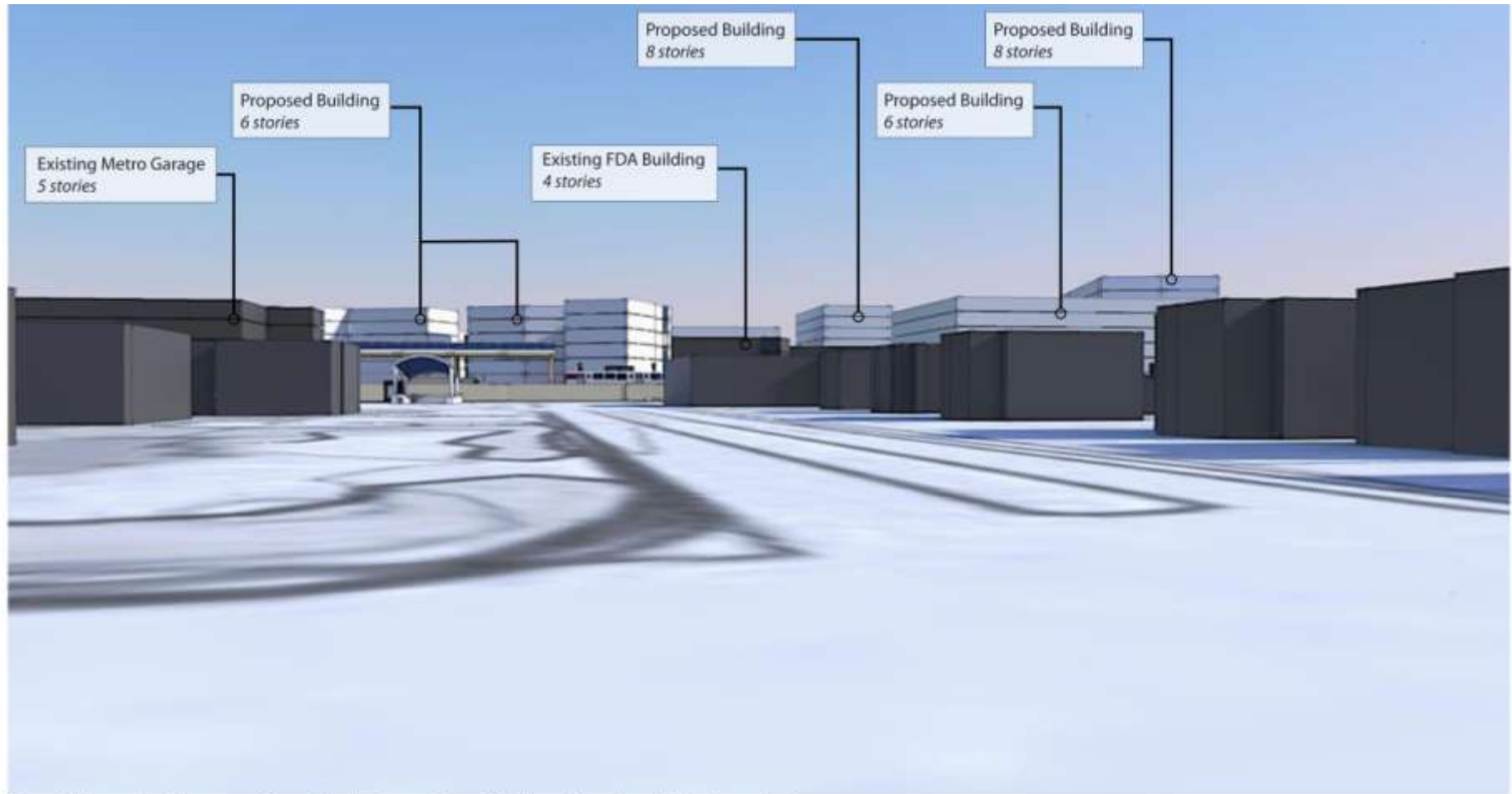


Street View - Looking east from the intersection of Calvert Road and Dartmouth Avenue

December 16, 2013

Building Height Study 1 - Maximum Heights CPRP TDDP

DESIGN COLLECTIVE
ARCHITECTURE | PLANNING | INTERIORS



Street View - Looking east from the intersection of Calvert Road and Dartmouth Avenue

December 16, 2013

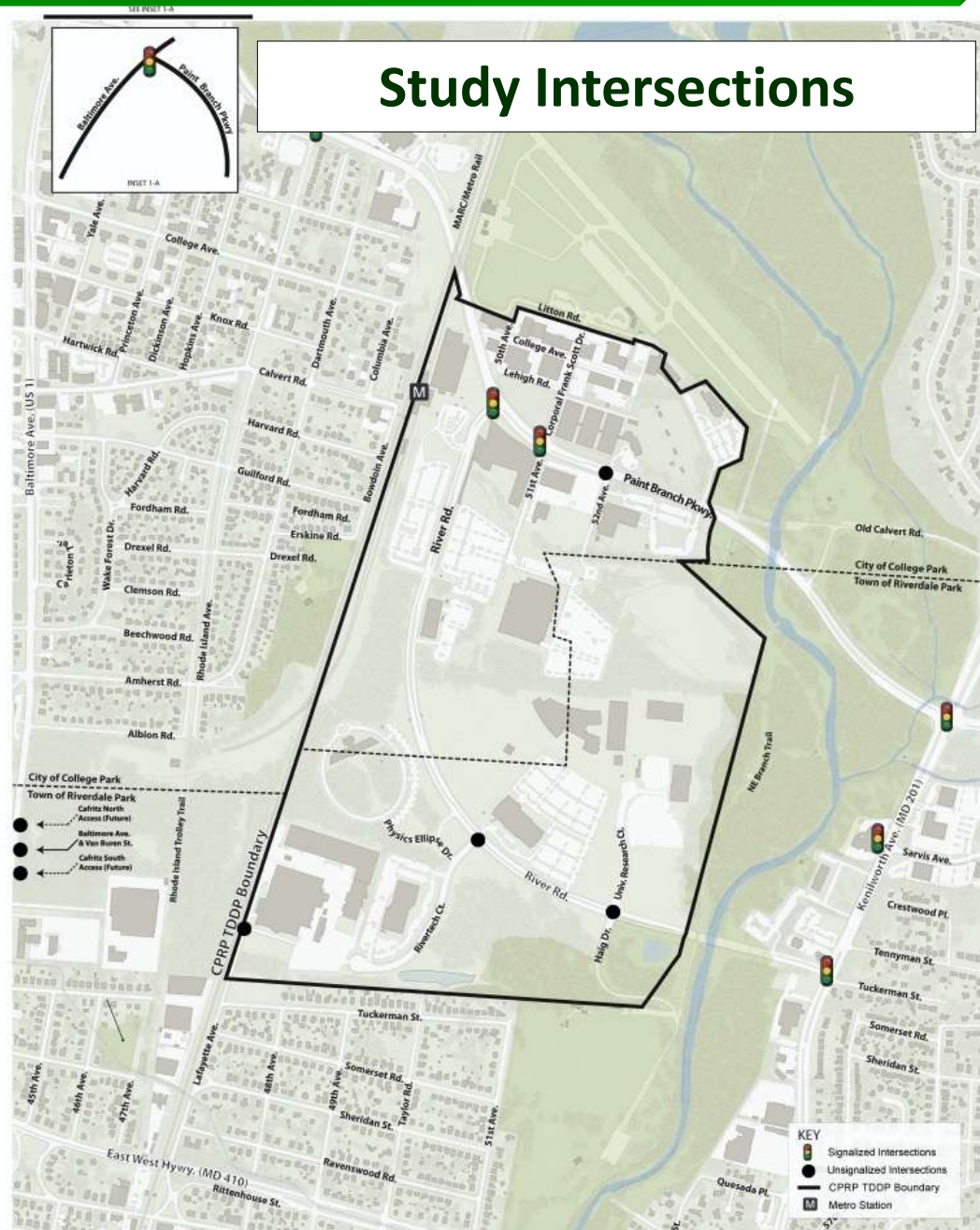
Building Height Study 2 - Anticipated Heights
CPRP TDDP

DESIGN COLLECTIVE
ARCHITECTURE | PLANNING | INTERIORS

- [illegible]

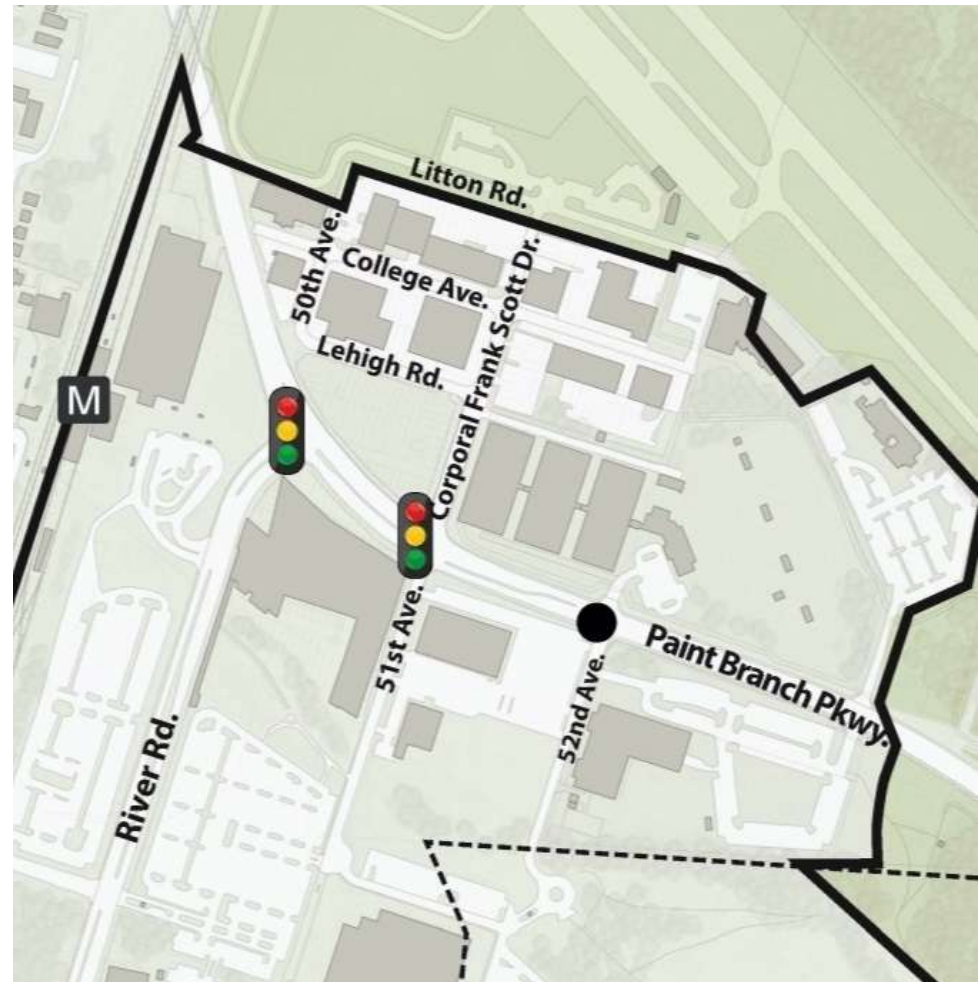
CPRP TDDP

- Traffic feasibility assessment for both alternatives
- Year 2025 Traffic Forecasts
 - Walking, biking, transit use
 - Planned land uses in transit district area
 - Planned land uses in surrounding areas
- Alternate 1 vs. Alternate 2
 - Alternate 2 has more office (+65%), retail (+40%) and residential (+50%)
 - Alternate 2 attracts 55% more cars
- Mix of office and residential balances travel in and out of transit district



Paint Branch Parkway

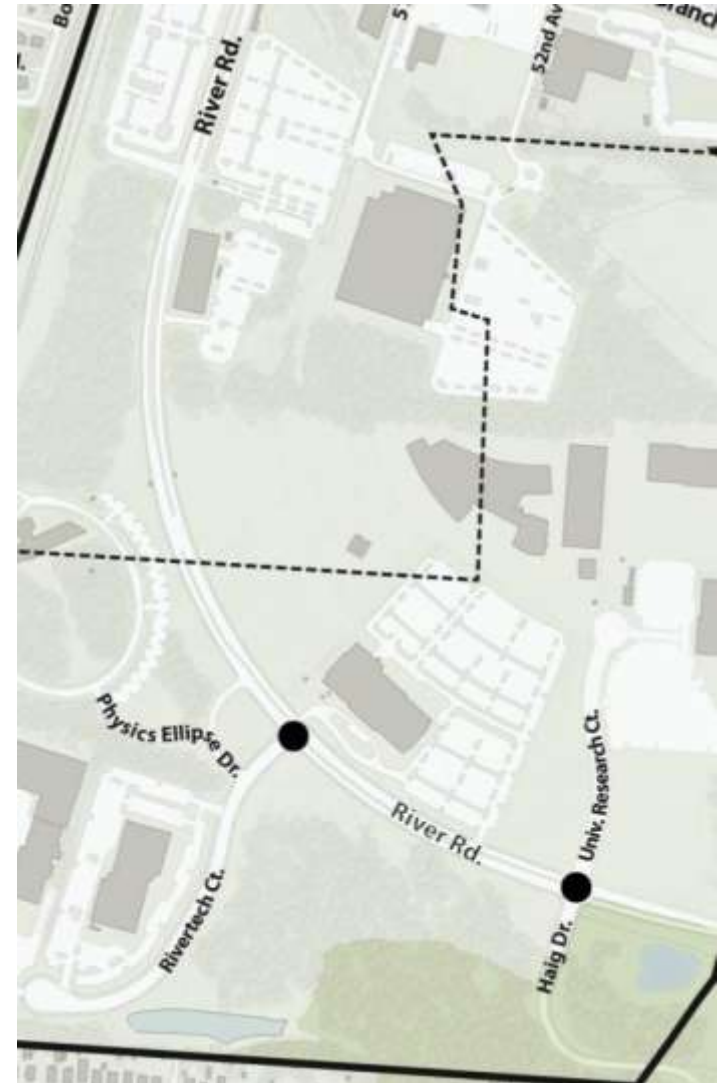
- **Bicycle Lane/Road Diet**
 - Alternate 1: Yes
 - Alternate 2: Yes
- **Remove 2nd westbound left-turn at River Road**
 - Alternate 1: Yes
 - Alternate 2: Yes
- **Remove southbound lane on River Road**
 - Alternate 1: Yes
 - Alternate 2: Yes



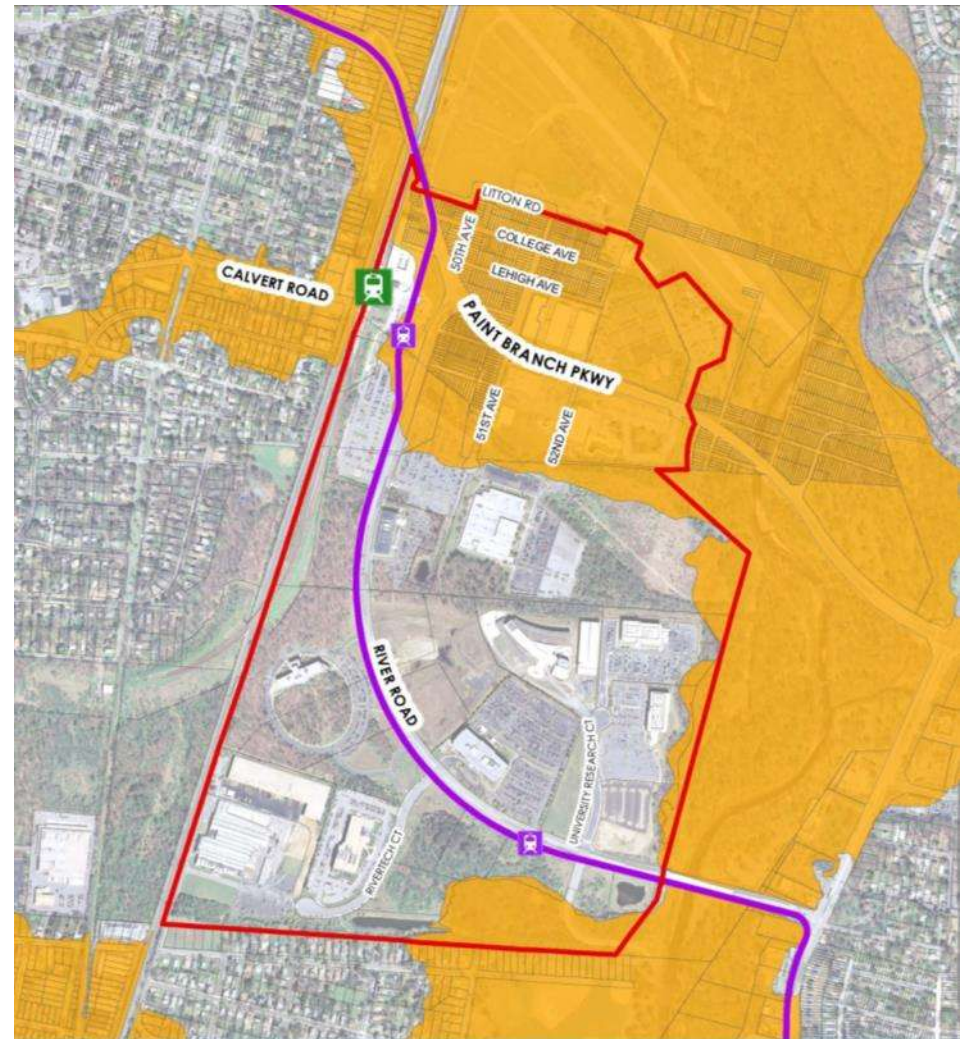
TRAFFIC ANALYSIS

River Road

- **Bicycle Lane/Road Diet**
 - Alternate 1: Yes
 - Alternate 2: Yes
- **Traffic Signal @ River & Rivertech**
 - Alternate 1: Yes
 - Alternate 2: Yes
- **Roundabout* @ River & Haig/University Research**
 - Alternate 1: Yes
 - Alternate 2: Yes
 - * feasible until Purple Line constructed
- **Traffic Signal @ River & Haig/University Research**
 - Alternate 1: Yes
 - Alternate 2: Yes



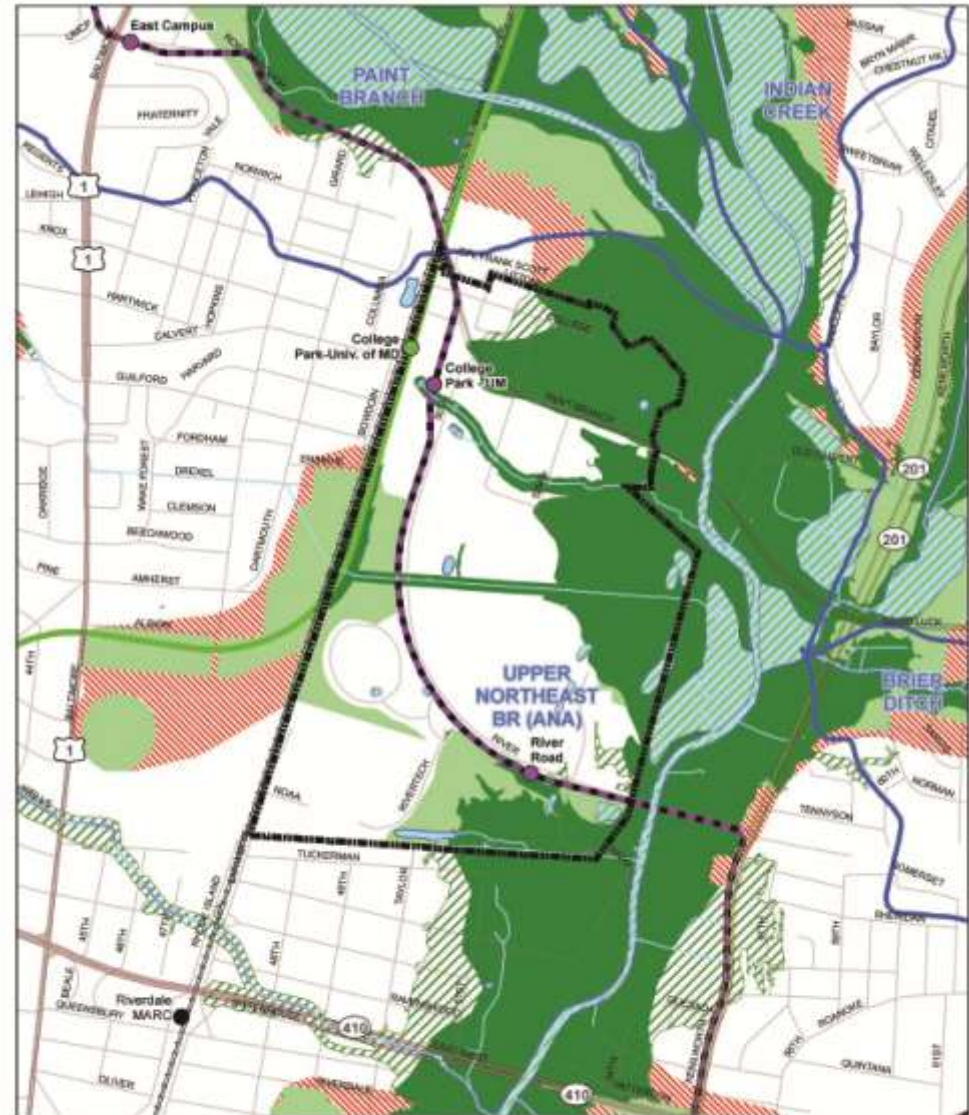
- Significant environmental features impact all aspects of future development and redevelopment
- Mitigation measures are available: waivers, fees in lieu, LIMITED floodplain compensatory storage
- Development costs and uncertainty increase
- Many environmental measures cannot be determined until development is proposed



County 100-Yr Floodplain Study Map



- Revisions to the county's green infrastructure network
- The plan will proactively address environmental considerations and encourage environmentally-sensitive development



College Park / Riverdale Park TDDP/TDOZ -- Updated Green Infrastructure



- Build on existing facilities and networks
- Proposed Urban Conservation Park
- Provide urban park and recreation opportunities to complement new development
- Pursue lighting of selected trails to facilitate commuter use
- Build on the concept of a central east to west greenway



PROPOSED OPEN SPACE NETWORK PLAN

- Investigate the potential to rezone the entire transit district to the M-U-I Zone (except park lands, which should be in the O-S Zone)
- Determine uses that are detrimental to the plan vision and prohibit them in future development
- Establish transit district design standards that are clear and concise, reflect best practices, and allow flexibility while ensuring quality
- Streamline development review procedures and the development standards

Questions or Suggestions?

- **March/April:** The preliminary transit district development plan will be available for public review and copies will be forwarded to agency directors.
- **April 24:** The Planning Board public hearing will be held. **Staff will be seeking public comments by the close of the public hearing record approximately 15 days following the hearing,** or by mid-May. Late testimony/comments may not be accepted.
- **September:** The District Council public hearing will be held.
- **October:** The transit district development plan update will be approved.

THANK YOU – Stay in touch:

- Visit the project **website**:

<http://www.pgplanning.org/CPRP-TDDP.htm>

- Send **official comments and testimony** to:

Redis Floyd

Clerk of the County Council

County Administration Building, 2nd Floor

14741 Governor Oden Bowie Drive

Upper Marlboro, MD 20772

- **Informational questions** can be directed to Chad Williams, at chad.williams@ppd.mncppc.org or 301-952-3171